

Catalina Island



EARTH HAS NO
FAIRER SPOT

California's
Magic Isle





Avalon Bay . . . a thrilling scene by day; a fairyland by night.
Catalina has the only still-water open-ocean bathing beach in Southern California and the only beach
where the sun is at one's back and not glaring into the eyes, across the water.





Father Neptune's museum is seen through the Glass Bottom Boats.

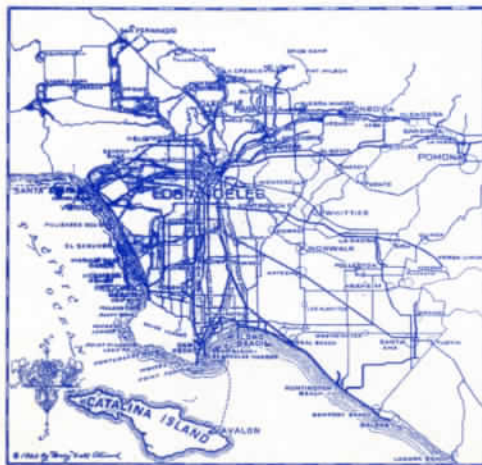
When the steamer whistle blows and we are off on our trip to Catalina, there is in store for us an experience of keenest delight. For at Catalina "every minute has pleasure in it" and whether we tarry at the Magic Isle for a day, a week or a month, we will see many interesting and educational sights; we will enjoy many thrilling and pleasurable hours; we will find a definite and lasting benefit that is both physical and mental—a complete change.

Only 25 miles from Los Angeles Harbor, the Island is reached by a two-hour steamer ride—joyous and restful, or by airplanes of the Wilmington-Catalina Airline. Less than 20 minutes by air . . . a delightful trip . . . a quick transition.

Benefit and pleasure in generous measure is the reward Catalina holds for all who seek her shores.



Above—Powerful searchlights reveal thousands of flying-fish after dark.
Below—Skimming along at 50 miles per hour—what fun!





FASCINATING SIDE TRIPS

Daily trips are made to Seal Rocks, to see the interesting colony of seals during the early Spring and Summer Season. Seals galore—big and little. The boat takes you in close to them.

The Evening Flying Fish trip on the "Blanche W" is an experience long to be remembered. Powerful searchlights are played upon the water, causing the flying fish to leap and skim over the surface in flights of several hundred feet. It is operated from May to October.

The famous Glass Bottom Boat trip over the Submarine Gardens is a unique attraction of Catalina and one which no visitor should miss. Through waters so clear that the eye can penetrate to a depth of 85 feet may be seen the aquatic plant and animal life, beautiful ferns, mosses and strange fish. A lecturer on board explains what you see.

Speed boating and aquaplaning around Avalon Bay and along the shores of the sheltered island waters afford a thrill that will live long in memory. Aquaplaning will test your ability to balance yourself upon a swift-flying surfboard.

Auto-stage scenic rides to the Summit, Middle Ranch, Little Harbor and the Isthmus take us over, up and across the Island. Sight-seeing plane flights are an added feature of enjoyment.



The New Crescent Avenue Blooms with Luxuriant Foliage.

THE CATALINA ISTHMUS

For one who loves a seashore spot removed from the "beaten path," there is no locality which so nearly approximates that of a sequestered country town, as the Catalina Isthmus. It offers an ideal location with beaches on both sides of the Isthmus separated by about a quarter of a mile. Aquatic sports may be indulged in to the heart's content. An attractive restaurant serves meals. Interesting trails. Favorite location for making movies. During the summer season, over-night accommodations are available at popular prices. Service between Avalon and the Isthmus is by frequent boat, plane and auto.



WORLD RENOWNED FISHING

Nowhere is such a variety and size of fighting fish nor such remarkable catches as are recorded at Catalina. A fleet of power launches in charge of experienced boatmen, with full supplies of bait and tackle, and a knowledge of the best fishing grounds, make the sport easy to enjoy.

The leaping Tuna, weighing from 80 to 250 pounds, the hardest fighting fish known, is caught with rod and reel only in Santa Catalina waters—season: May to October. The Swordfish, 100 to 350 pounds—season: July to December. Albacore, 15 to 60 pounds, is taken all year. Yellowtail, 15 to 60 pounds—season: March to December. White Sea Bass, 30 to 70 pounds—season: March to November.

The Black Sea Bass, weighing from 100 to 450 pounds, is taken from April to December. Barracuda, Bonita, Rock Bass, Sheepshead, White Fish and many others, all taken with light tackle, give the fisherman plenty of sport.



CATALINA POTTERY and TILE

Lovers of ceramics will find a new attraction in the beautiful tile and pottery that are made at Catalina of rare clays found on the island. Mineral oxides discovered in the mountains lend an unusual richness of color to the beautifully hand-made and hand-decorated pottery. When at the island visit the several pottery shops and see the beautiful "Catalinaware."

COUNTRY CLUB and GOLF COURSE

The new Catalina Country Clubhouse affords the last word in luxury, comfort, and utility. An adaption of the Moorish architectural motif, with interior sunken gardens, cloister, and pools. Spacious lounge, solarium, rest rooms, and lockers. Refreshment service and grill room.

New links with wonderful fairways, grass greens, sand traps, barrancas. The sportiest course in the West—18 holes, 4,600 yards, par 66. The most scenically beautiful golf links in America. The links afford a magnificent view of Avalon Bay. The Catalina Country Club course is open to the public the year around. Municipal Plan. Clubs may be rented at the Clubhouse.

A charming nine-hole pitch and putt course with its own small clubhouse is also maintained. This little course is ideal for a short game or practice. Several tennis courts are available.





ISLAND VILLA and VILLA PARK

These popular places on the Magic Isle form a vast twelve hundred and fifty room, open-air hotel—operated on the European plan. The villas are electrically lighted and are cared for daily by maids. They are furnished with a rug, double bed, dresser, chairs—neat, cozy, comfortable. When three people occupy a villa, a cot is placed therein for the third person. “Like your sleeping porch at home” describes these economical bungalows.



HOTEL ST. CATHERINE

Charming Hotel St. Catherine, situated upon the ocean front a half mile from Avalon with a mountain background in beautiful Descanso Canyon, nestles amid picturesque surroundings . . . conducted upon both the European and American Plan, at moderate rates.

With cuisine and service of the highest order, the St. Catherine offers a delightful hotel home in keeping with its lovely location. Guests say “it’s hard to leave.”

There is a convenient bathhouse upon the ocean front at the Hotel with a gently shelving sandy shore. Facilities for sunbaths on the roof. The St. Catherine gardens on the water front, and the tennis courts, invite to sport or relaxation as one’s mood may prompt.



HOTEL ATWATER

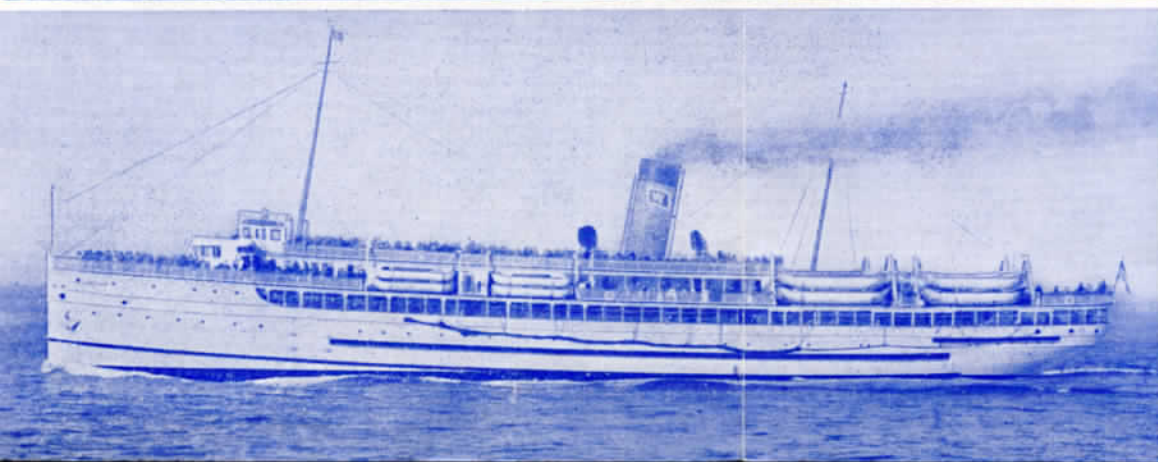
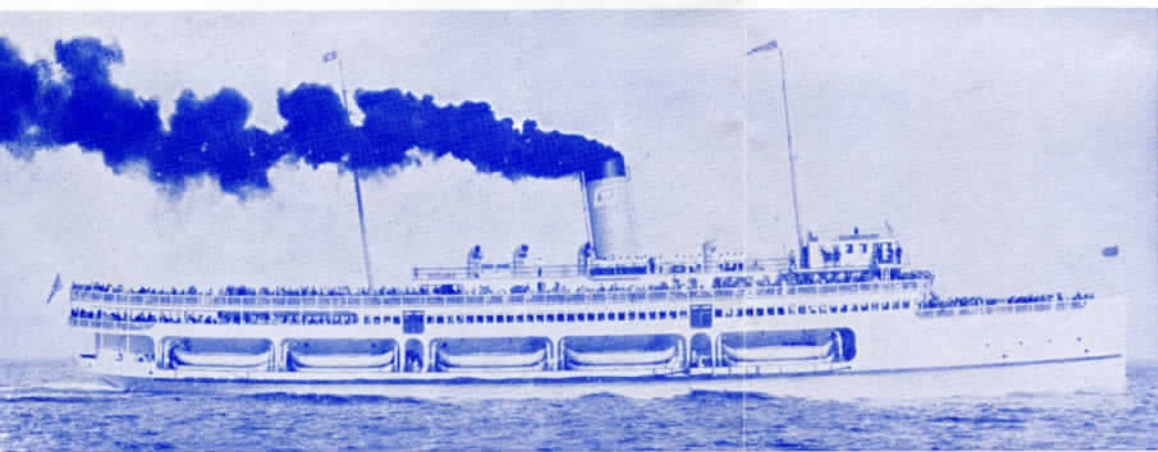
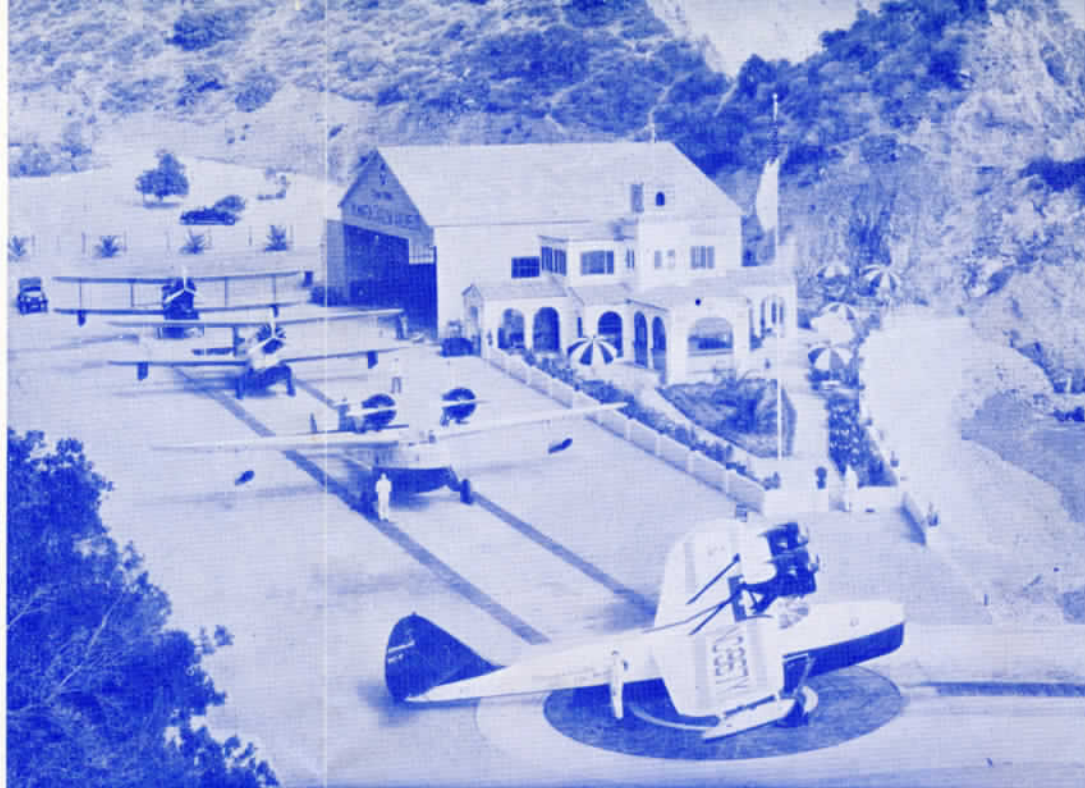
Atwater rooms are large and airy. Every room has an outside view . . . and the hotel is only half a block from the steamer pier. . . . There is an attractive lobby and lounge. European plan—rates very moderate.





CATALINA BY AIR

The Wilmington-Catalina Airline, Ltd., operate several scheduled flights daily in each direction, also charter trips. You take off from the water at the west end of the Catalina Terminal, Wilmington, fly entirely over water, and land in the water, at the unique Island Airport, just west of Hotel St. Catherine at Avalon. This Airport, with its Orilla Jardin, or Seashore Garden, is in a charming scenic setting.



The steamships "Catalina" and "Avalon" ply between the island and the mainland: Ferry-ships to Fairyland, with orchestras for dancing.

The sailing time from Catalina Terminal, Wilmington, Los Angeles Harbor, is 10:00 A. M. daily the year around. . . . During the summer season additional sailings are scheduled. . . . See time tables.

Mainland Booking Offices for Catalina Island and the steamers and planes are maintained at the following points:

Los Angeles, Sixth & Main Sts., Pacific Elec. Station, Phone MAdison 1151.

Long Beach, Pacific and Ocean Aves., Pacific Elec. Station, Phone 619-74.

Wilmington, Catalina Terminal, Foot of Avalon Blvd. Phone WIlmington 1431. Information at all leading hotels and travel bureaux.